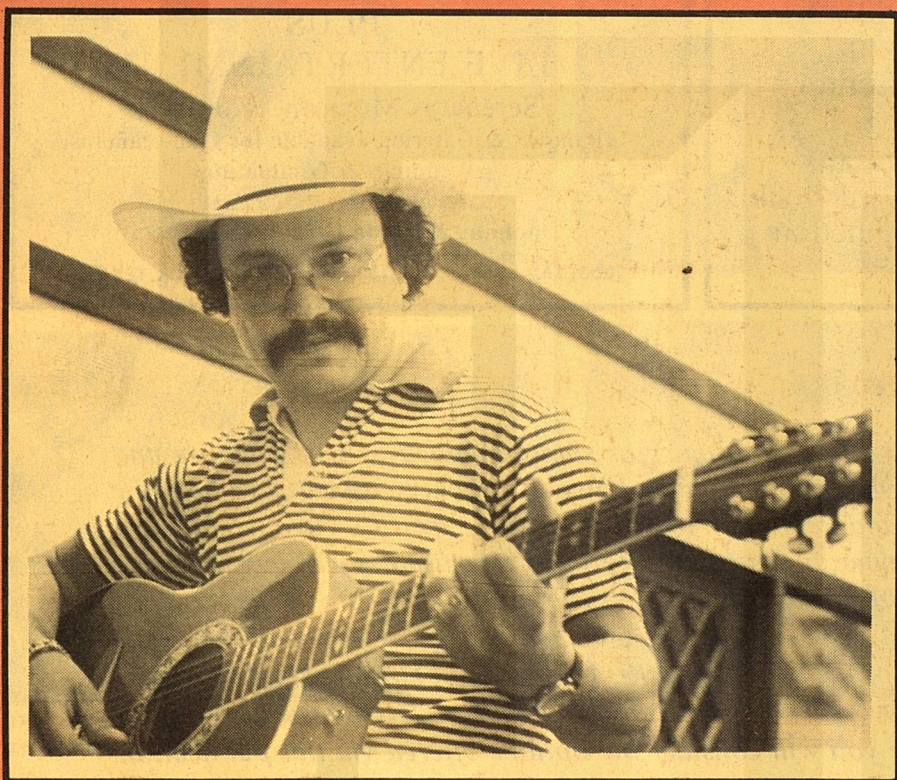


# THE Lubbock ENTERTAINER

Vol. I Nº 2

APRIL 1985



**Recording Fever  
Plagues The City**

**The Atlantic Club  
Makes Comeback**

**Musicians on  
"THE BEAT"**

**Lubbock's  
People Pictures**

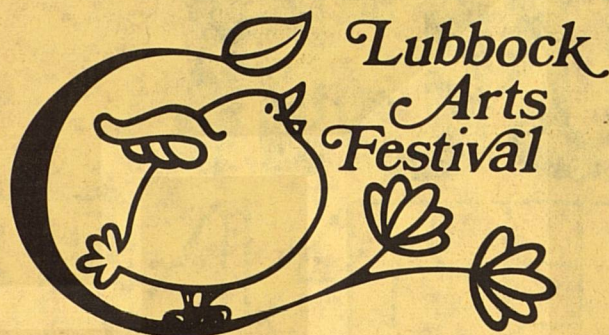
**Texas Greats:  
A Look at  
Roberto Pulido**

**Local Radio  
Station Schedules  
Open House**



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*Entertainment as we know is a performance or show intended to give pleasure and amusement. It is indeed an avenue to receive and give hospitality as well as to hold the attention or thoughts of ideas and feelings. With this in mind we are proud to introduce this issue of **The Lubbock Entertainer**, (a monthly pictorial publication) as we have chosen to subtitle it due to the nature of its contents (people pictures.)*

*The Lubbock Entertainer is a new and unique publication idea devoted to and dedicated to the entertainment activity of the community. Its purpose and objective is to stimulate interest and fulfill the need for a one-stop consolidated printed reference easily available.*

*As a consumer we are sure you will consider the options offered via this publication.*

*To the merchants and participants in this publication on behalf of the Lubbock community we appreciate your faith and belief as well as your personal contributions to this wonderful world of entertainment.*

Leandro Rivera  
Publisher/Editor

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# MUSICIANS ON "THE BEAT"



El Grupo Internacional de Ricky y Joe Martinez while performing at Che Che's Ballroom.



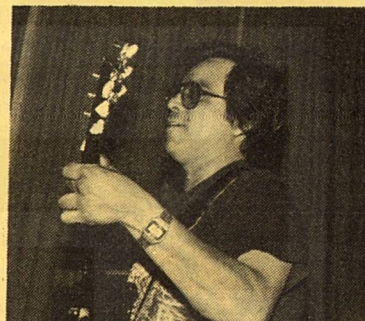
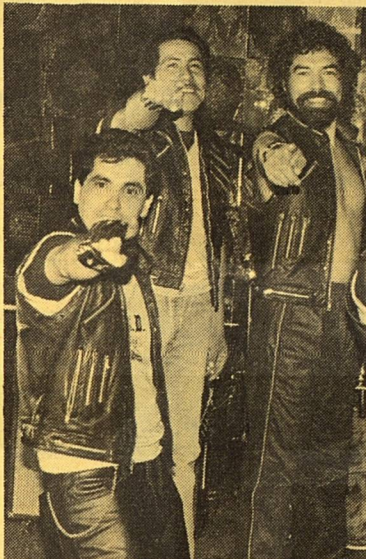
Greg Garcia (left) and Carlos Fernandes (right) of Los Fantasticos de Abilene, Texas while performing at Che Che's



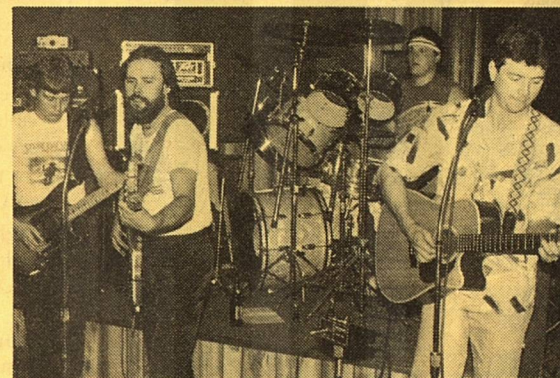
Veke Garcia (right) and members of Los Ravens while performing at local club.

(Bottom)

Frank Davila (bottom left) and Felipe Ramirez (top left) and Shorty Ortiz (top right) prepare for the Shorty and The Corvettes comeback.



Martin Trevino of Arriba Tejas Band



Lonny Carrol & The Storm Outta Texas while performing at The Chic From Texas.

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(Top Left) Roberto checks into motel (Top Right) Los Clasicos travel in a Continental Silver Eagle Buses



## Texas Greats: Roberto Pulido

by Leandro Rivera

Roberto Pulido, recognized as "The Male Vocalist of the Year" during the Fifth Annual Awards Ceremony last Month, is among the predominantly respected musical artists in the Tejano Music business today. Aside his many achievements in the Tejano Onda he also received recognition as one of five "Outstanding Texans of the Year" by The Texas Jaycees at the state level.

Roberto Pulido was born March 1, 1950 in Edinburg, Texas.

As he reminisces his beginning he explains his roots in the Panhandle, "My father informed me our family migrated to Lockney, Texas in 1954 and 1955 to pick cotton. Our family later returned to Shallowater in 1964 where my father worked as a cotton ginner."

Roberto marks the beginning of his musical career as saxophonist for a group called Los Hermanos Layton at the age of fifteen in 1965 at Jessie's Place in Elsa, Texas.

"I had stage fright - I felt terrified that I was going to mess up the whole band," he recalls.

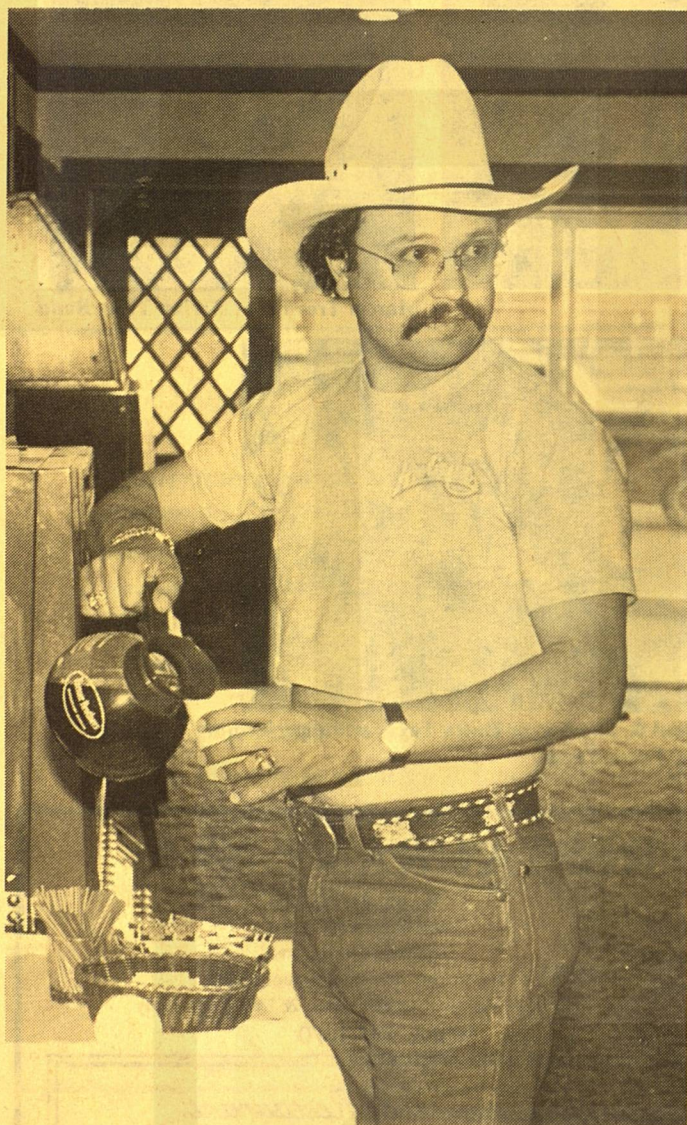
Eight years later in 1973, Roberto began his singing career with a group called Los Casinos.

As he explains the progress of his career he states, "I remember having to travel in a pickup truck. Today - Gracias a Dios - we now own two Continental Silver Eagle Buses."

Throughout his career, Roberto has performed in such states as Illinois, Florida, Colorado, Washington, California, Michigan, Indiana, Wisconsin, and in addition has made appearances in Mexico.

"I discourage traveling to distant states. We usually work areas as far as Illinois and Michigan once or twice a year. I'm always careful not to burn myself out. Besides, Texas has a greater ratio of Hispanics," he explains.

Today his frequent appearances are concentrated in Central



(Bottom Left) Roberto helps himself to a cup of coffee, (Bottom Right) Roberto with his father Jose Pulido who also manages Los Clasicos.





Texas while performing in Lubbock every five to six months.

Roberto is accredited with approximately twenty-four 45 rpm recordings and another fifteen long play albums. He presently records for Freddie Records.

I feel fortunate and privileged to be recording with one of the best recording companies available. Freddie Records initially bailed me out of a bad contract with a previous recording company for \$20,000 - Ya Me Andaba!" he explains.

Roberto is working to release his third album within a years time this May. He schedules album releases each four to five Months.

Among his hit recordings are such compositions as "Senorita Cantinera," "Copa Tras Copa," "Una Cruz en el Aire," "Dame Un Amor," and "Un Siglo de Amor."

"I used to listen to 'Un Siglo de Amor' as a kid when we'd pull cotton. I would get up - tempranito en la manana - each morning just to listen to the song on the radio before we'd go out to the field," he states.

But in his opinion, Roberto would not have excelled without the support of his band - Los Clasicos. He has two brothers, Roel "Flaco" Pulido and Joel and his father, Jose Pulido, is the business manager. Other present members of the group include Roberto DeLa Cruz - Bassist; J.J. Villegas - guitarist; and Leonardo Vargas - percussionist/back up vocalist.

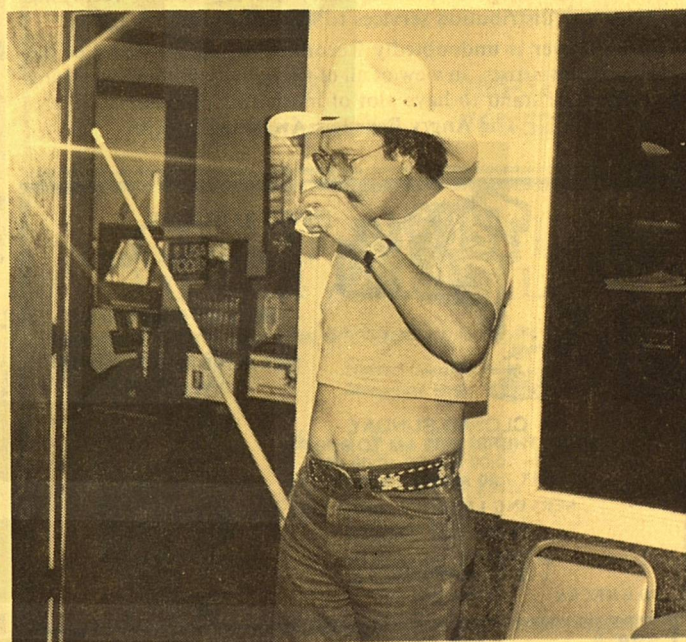
His advice to newcomers in the music business is to develop a unique style and dedicated oneself a hundred percent.

Roberto explains, "Having a full time job and performing is almost impossible if you're looking to making it to the top. I'm a graduate of Pan American University in Edinburg. I received my Bachelor of Arts Degree and went to work as a music teacher - at the same time working as a musician on the side. As a result of body exhaustion, my doctor advised me to do one or the other - teach or play music. Naturally I chose to become a musician and for the initial three years that followed, I almost gave up and almost went back to teaching. A musician is like a farmer - you have to plant the seed first and with hard work and a little bit of luck things will grow for you."

When asked how he felt of Lubbock's Party People he responded, "Lubbock has good people with strong traditional values and strong cultural roots!"

Today Roberto continues to live in Edinburg, Texas as a proud owner of a ten acre farm and exphasizes, "I Love My Country Lifestyle!"

Our salute to Mr. Roberto Pulido, renowned singer, guitarist, musician, performer/entertainer very deserving of the 1985 Male Vocalist of the Year Award and our complements to all the people who selected him so.



(Top Right) Roberto Pulido y Los Clasicos, (Center Right) Roberto enjoys The Lubbock Entertainer Company Car, (Bottom Right) Roberto enjoys pool, (Bottom Left) Roberto finds time to relax.





# THE ANGRY BEAR HAS AWAKENED!

## Recording Fever Plagues the City

The Angry Bear has Awakened - is the proper cliché for the rude awakening of musicians and artists flocking to the recording studios eager to produce their masterpieces in their strive to promote their talents to the many jobs that develop this time of year.

With the Cuaresma (Lent) coming to an end, graduations just around the corner, and today's Love Birds planning to become tomorrow's future Husbands and Wives of America, musicians all over prepare themselves for all these wonderful things that keep them busy the Spring Season as well as this year's upcoming Summer.

Raymond Marmolejo, Manager for Cierra Band, reveals their recent trip to San Antonio, Texas last month for the production of the band's first album release. The master taping and mixing took place at Joey Recording Studios who will also distribute the finished product. The production of their recording involved months of rehearsals and practice, the rental of a recreational vehicle, thirty seven hours in studio time, three days for the entire session and approximately five thousand dollars in total costs and expenses. The band is planning a record releases party in July.

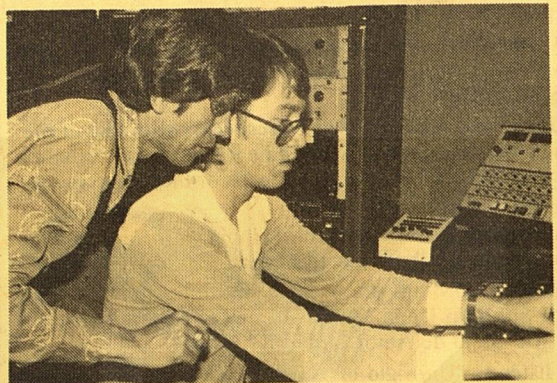
Mi Tequila is in the process of preparing themselves for their fourth album release. Frank Reyna, Spokesman, indicates the band has been under preparation for the last four months. Featured vocalists for their next album will be Mr. Johnny Salazar who also plays sax and Mr. Damian Gilbert Esparza, lead vocalist and accordionist for the group. The group has worked out eight songs for the preparation and six of them are originals written by San Juan (Johnny) Lopez.

Mr. Pete Mojica, Manager for the Cruiser Band, is presently working with Don Caldwell Recording Studios in Lubbock. The group recently recorded seven of the songs for the master of what will become their second album. Their previously released single which includes "Lucerito" and "Cruels Sufrimientos" on Texas Stars Record label will also be included on the album.

Renowned Texas Artist, Steven Jordan, recently recorded his latest at Don Caldwell Studios in Lubbock for a projected long play album release. Rumors are Martin Vega, Steven Jordan, and Don Caldwell may merge to provide first class/top quality recording facilities and distribution services to local and regional artists.

Spring Fever is undoubtedly Recording Fever for many of the entertainment artists. In view of all of the activity boiling, one thing for certain-we stand to have alot of music this summer!

**The Angry Bear has Awakened!**



Steve Jordan instructs Don Caldwell Studio's engineer on master tape final mix.

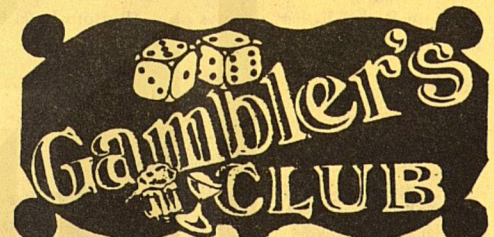
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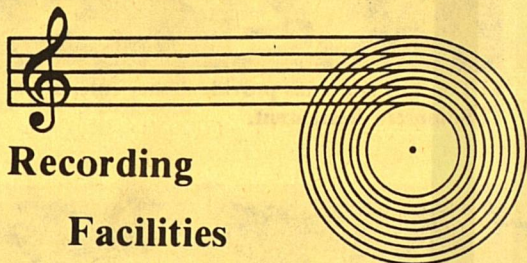
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# Lubbock People Picture Showcase



Steve Jordan visits with friends at Gamblers Club.



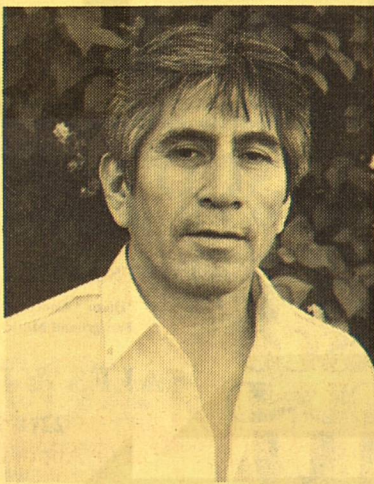
Leonard Gonzales, Ruby Saucedo, & Oscar Gonzales



Pat Graves (left) and Helen Howell (right) enjoy there night out at The Chic From Texas Restaurant & Bar.



Ben Bitela



Pete Mojica - manager for Ben Bitela and The Cruiser Band.



Isidro Obregon and Blaza Lechuga enjoy their dinner at La Fiesta Restaurant.

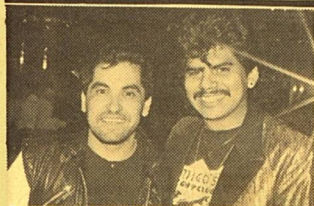


El Trio Los Nortenos provide dinner entertainment for El Sombrero Restaurant.

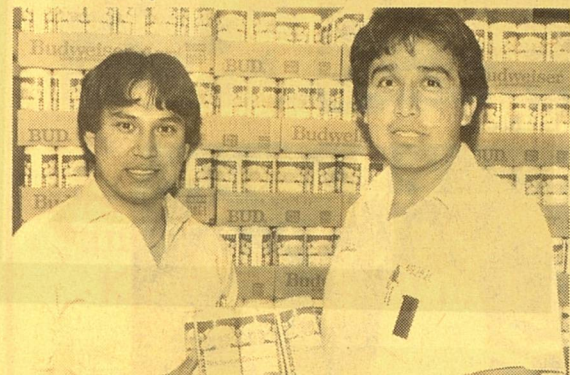


Pete Flores (right) lead singer for Blue Satin from Houston, Texas visits with Carlos Perez (left) while performing at Valentinos Club.

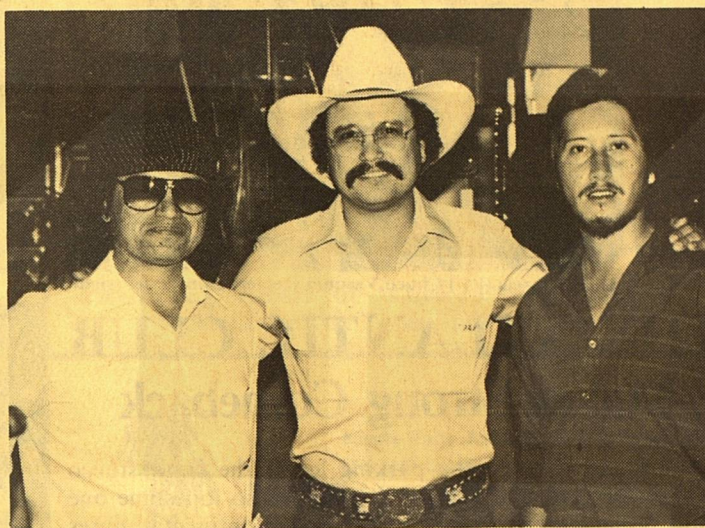




Frank Pancho Davila (left) and Skeeter trumpet player for Little Joe y La Familia.



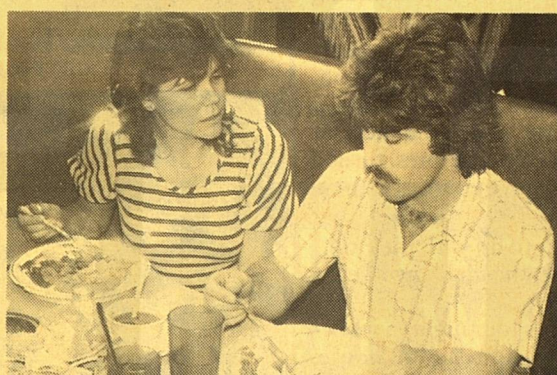
Joe Ramirez (left) and Martin Ramirez (right) Budweiser representatives make sure local clubs are well supplied. (right)



Lorenzo Torres, Roberto Pulido, and Robert Villela at Tejano Music Awards.



Brenda L. Gallegos and Eddie Torrez at Che Che's Ballroom.



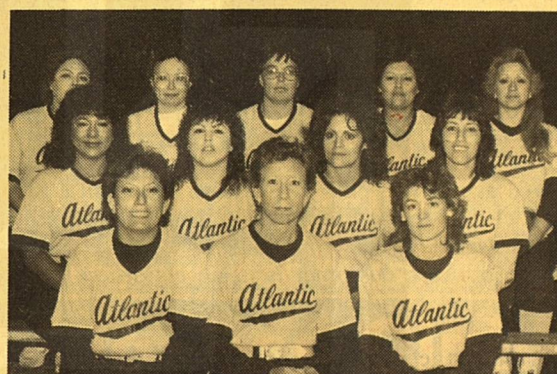
Roxanne Culver and Zack Hartstield enjoy their lunch at El Charro Restaurant.



Lopez - composer/song writer

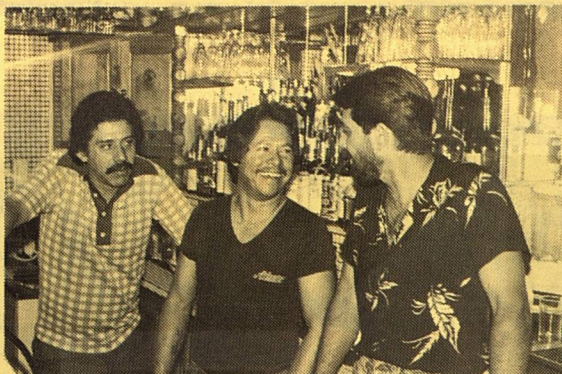


Ruby Davila (left) and Ruby Saucedo (right) visit Pio Treviño, lead vocalist for El Grupo Magic.

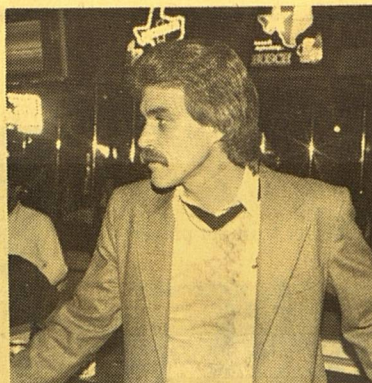


1985 ATLANTIC Softball Team





Isidro Garcia (left) Chuco Vasquez (center) Don Javier (right).



Lee Boone

## THE ATLANTIC CLUB Makes Strong Comeback

by Leandro Rivera

A few months' ago the parking lot of the cubic stucco building of 13th and avenue F remained so lonesome one could have parked Roberto Pulido's Continental buses together with La Mafia's and probably twenty more any which way one pleased vertical, parallel, and/or diagonally without any parking problems whatsoever. The building practically gave a perfect impression of the idea behind "The Loneliest Guy in Town." I'm referring to that "Lonely Maytag Repairman"- for those of you who haven't caught on.

But after months of planning and a strong determination, a remarkable staff under the direction and guidance of Manager/ Owners, Danny Aleman and Gilbert Flores, turned their situation into an exciting environment for all those who frequently visit the club today.

"I remember when we discussed what to do with the club," Danny explains, "We decided to take the challenge and a challenge it's been - cause it hasn't been easy."

At present the club is open for business four nights a week - Thursdays thru Sundays, and each night draws a full house.

"There's been a few nights when we've had to close the doors and stop the people from coming in. We had already met the limit of persons allowed in the club by law," Danny states, "If you plan to visit Atlantic you'd better be there early to guarantee yourself a nearby parking space and way in."

When asked for the formula that turns a moderate proposition into a winning proposition Danny responded, "We've learned from our mistakes in the past and we know there's ideas that work and others that don't work - at least for our people in Lubbock. We try to find out what our customers need, what they want, and what they expect from a club like ours to come up with ideas to better serve them."

"We operate within the rules and regulations of the law."

"And most of all, I believe in treating everyone fairly. If a disorder develops, we try to control it and treat every one involved as fairly as possible without making it any bigger."

"If a customer has too much to drink, we try not serving him any more than he can handle."

"If we notice a customer is in no condition to drive, we arrange to get him home safely. I try to take care of my customers."

Obviously the Lubbock community wanted excitement. In the case of The Atlantic Club the question was - did they want it Dead or Alive. As you can well see, they chose to have it ALIVE!

*The Atlantic is Back!*

Page 10

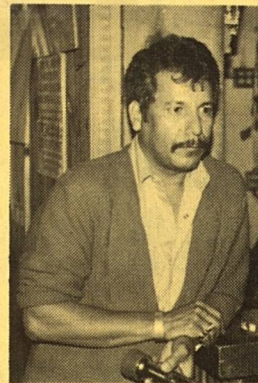
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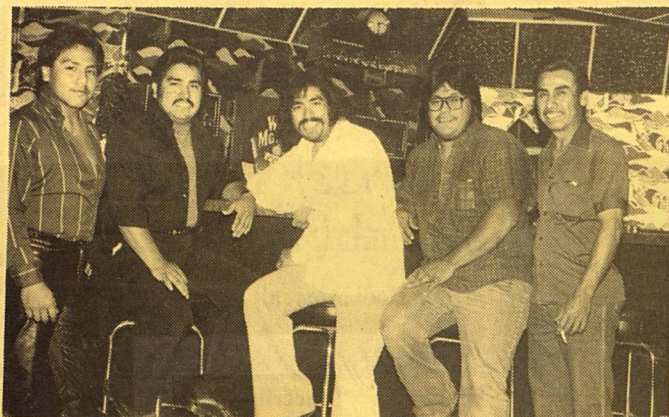
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## El Grupo Internacional Announces Record Release

El Grupo Internacional known for their unique style and family membership, is anxiously awaiting the delivery of their latest record for immediate distribution.

The Group is comprised of three brothers, Ricky Martinez - Lead vocalist and bassist, Joe Martinez - backup vocalist and accordionist, Jesse Martinez - drummer, and their father, Roman Martinez - guitarist (Bajo sexto).

It's history is accredited with as many as four 45 rpm. records and approximately three long play albums with record companies such as Cielo Records, Martinez Records, and Hacienda Records dating as far back as 1976 to present.

Their recent 45 rpm recording, which includes "Por Un Amor" and "Hace Un Amor," as produced by Joe "Che Che" Flores, Owner/Manager of Che Che's Ballroom in Lubbock, will be released on Martinez Records label early this summer.



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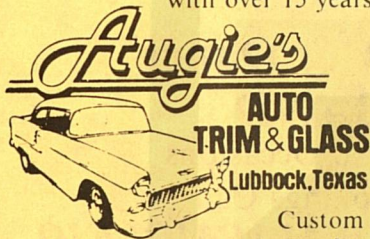






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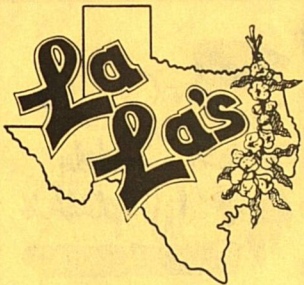
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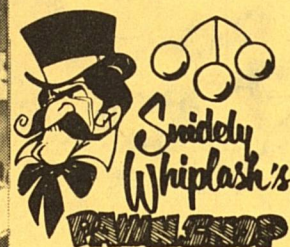
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## **KTLK Schedules Open House Celebration**

KTLK has scheduled an Open House Celebration for the weekend of April 26 - 28 in celebration of their new location and new **HOTLINE NUMBER**.

The weekend event will begin with a KTLK **HOT NIGHT '85** Dance celebration scheduled for 8:00 pm Friday, April 26th and will be held at Valentinos of 301 North University. Expected guest entertainers are Joe Posada y Quinto Sol from San Antonio, Texas and Gilbert Alba & The Super City Band from Austin, Texas.

The celebration will continue with snacks and refreshments from 10:00 am til 5:00 pm each day Saturday, April 27th and Sunday, April 28th at the new KTLK facilities located at 3215 34th Street.

Ricky Benavides, Manager, explains, "We would like to invite everyone to come out to our new facilities so everyone

can see what a radio station looks like and perhaps get a better understanding of how it operates."

Ben Gonzales, KTLK Program Director, states, "We'd like to take this opportunity to meet our audience and invite the general public to meet our staff and personnel on the one-to-one basis - Cara a Cara."

The event also celebrates the station's new "Hotline Number"- 770-KTLK for requests and dedications. The request and dedication service has proven to become one of the station's most popular features.

The KTLK Open House Celebration may be informative but it will also be fun and exciting. It's the perfect opportunity to meet your favorite radio announcer/disc jockey.

As Ben Gonzales would say, "K—T—L—K Open House Celebration **BE THERE!**"

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HOT LINE 770-KTLK  
LUBBOCK, TEXAS**

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